



National Digital Library for Agriculture

Putting the pieces together

USAID

October 10, 2006

Session Overview

- **Session 1 (9:15-10:15)**

Objective -- Provide the background and discussion points to facilitate USAIN-wide participation in creating the objectives and strategies to move the NDLA forward.

- Session overview
- Background and status on the NDLA
- Review draft missions, goals, and guiding principles
- Discussion

- **Session 2 (10:45-11:45)**

Objective – Discuss the goals for the NDLA, identify objectives and strategies to move the initiative forward.

- Facilitated discussion to capture objectives, strategies, new goals, and other points

- **Session 3 (5:30-6:30)**

Objective – Review and prioritize objectives and identify next steps.

- Review session 2 discussion, expand the concepts via open discussion
- Wrap-up and next steps

Session 1

- Background
 - Review and report on:
 - USAIN White Paper
 - The Call to Action
 - AgNIC Executive Board Strategic Planning
 - National Digital Library for Agriculture
 - Background and status
 - Draft mission, goals, and guiding principles
- Open Discussion



USAIN and AgNIC Reports

National Digital Library for Agriculture

“Complete and implement a plan for a national digital library for agriculture (NDLA) that will be the main focus and long-term organizing principle for NAL and the national network of university and industrial libraries.”

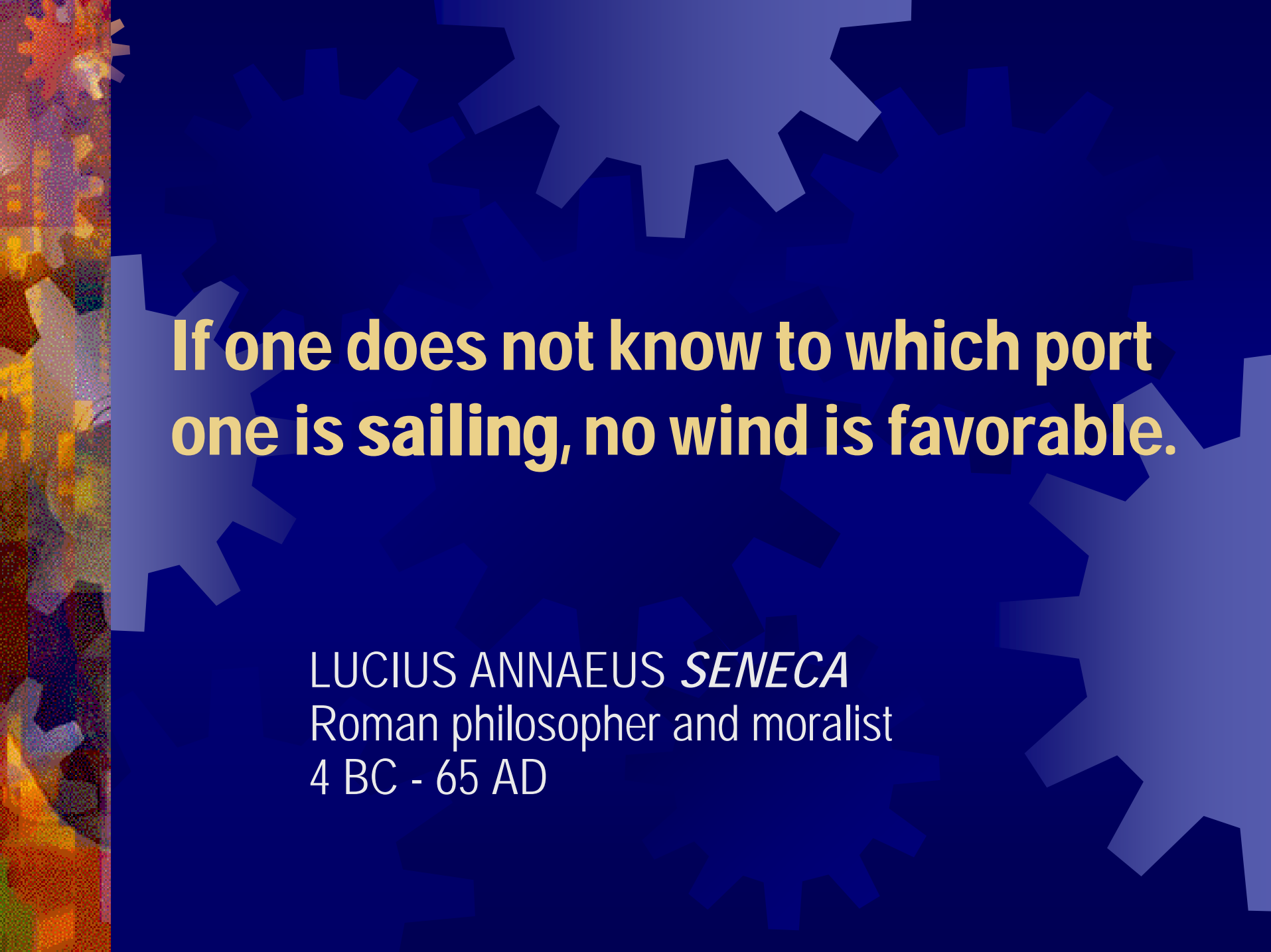
Report on the National Agricultural Library -- 2001

- In 2002, this recommendation was endorsed by the National Agricultural Research, Extension, Education, and Economics Advisory Board (NAREEE), following a period of public comment.
- In 2005, the *Ad Hoc Task Force for the NAL* challenged NAL to think in terms of “big, bold, and bodacious” ideas.

NDLA in a Nutshell

The National Digital Library for Agriculture (NDLA) is envisioned to be:

- Comprehensive digital collections
- Accessed by robust search engines
- Linked to analytical tools
- Built on a network of partnerships
- Coordinated by NAL



**If one does not know to which port
one is sailing, no wind is favorable.**

LUCIUS ANNAEUS *SENECA*
Roman philosopher and moralist
4 BC - 65 AD



If You Can Imagine It ... *Vision...*

“Imagine you return to work and find a transformed agricultural information system, built around a National Digital Library for Agriculture. Everything works well. It is a high-performing, customer-focused, comprehensive system. It blends its service mission and its leadership role in perfect resonance with the needs and aspirations of the community. Its value and contributions are well known, openly appreciated and frequently celebrated.”

First Visioning Session

Leadership Council Meeting, January 2006



- Convened to develop a collaborative plan to improve agricultural information and outreach
- Brought together representatives from the library, extension, and distance education communities
- Joined by members of the *Ad Hoc Task Force*



First Visioning Session

Appreciative Inquiry -- The Process

- Structured brainstorming sessions
 - Visioning for the NDLA
 - Drawing the Road Map to the NDLA
 - NDLA relationship to stakeholder institutions
- Experienced facilitator – started the first critical session off in the right direction
- Process aided by technology (MindManager software – immediately captured notes)

First Visioning Session

Brainstorming Results

- Forces of Change –
 - Technology: scalable, flexible, interoperable, open, standards-based
 - Economics: globalization, funding challenges, competing priorities, poor methods to calculate the value of public information
 - Diversity: disparate communities, language, format, systems, relevance and authority, geographic dispersion, audiences

Customer Needs and Expectations



First Visioning Session

Impressions

- Positive focus on visioning
- Greater understanding of the need and purpose of the National Digital Library of Agriculture (NDLA) – created through a shared vision
- Overall engagement with all participants
- Commitment to moving the process forward



First Visioning Session

Outcomes

- Jim Christenson will bring the NDLA to:
 - The Farm Foundation for Farm Bill consideration
 - Extension Directors
- Alton Thompson agreed to bring the NDLA to the Ag Deans and Extension Directors of the 1890's institutions
- Janet Poley added the NDLA into the strategic plan for the American Distance Education Consortium

Stakeholder Briefings

- Community-wide visioning process is just getting started in FY 2006 (building awareness & buy-in)
 - Leadership Council Meeting – January
 - NAREEE Advisory Board – March
 - 1890's Library Deans and Directors – April
 - Agriculture Network Information Center – April
 - American Distance Education Consortium – May
 - Special Libraries Association – June
 - American Libraries Association – June
- Proposed FY 2007 Federal budget for NAL is a chance to obtain the needed resources to launch the initiative

What's Missing?

Many elements for the NDLA already exist or are in development, what is lacking is:

- the blueprint to leverage existing programs, collections and services;
- system-wide coordination; and
- funds to develop the infrastructure needed to store, preserve and provide access to the collections
- funds for advanced tool development to effectively use the knowledge held within the collections

Putting the pieces together



Your Input is Needed!

Taking the Next Step --

- Review draft Mission
- Review draft Goals
- Identify Objectives & Strategies

Next Step – Review Mission

MISSION: Our mission is to create, sustain, and preserve a shared *National Digital Library for Agriculture (NDLA)* to provide the public with rapid and easy online access – anytime and anywhere – to trusted global information, research findings, distance education, full-text documents, data and other multimedia on the breadth of food, fiber and agricultural information, and to customer-driven services.

The NDLA is composed of a large number of independent but highly interoperable partner library repositories and other committed public/private institutions, enables ongoing participant assessments of customer needs, and provides an interoperable technology infrastructure to support knowledge, discovery, information of all types, and customized services in a transparent, flexible, scalable, and collaborative environment.

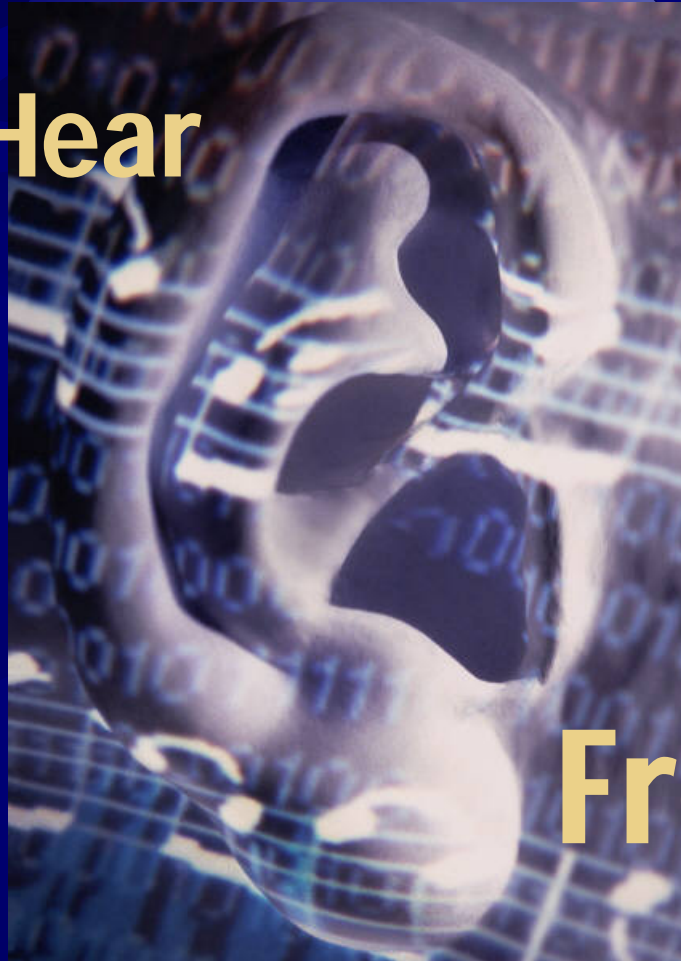
Next Step – Review Goals

- *Foster collaborative partnerships* among public and private institutions and other interested groups to create an integrated network of online collections, databases, web sites, and other multimedia into a shared, comprehensive and well-coordinated NDLA.
- *Support the long-term preservation and dissemination* of digital knowledge, data, full-text documents, and other multimedia on food, fiber and agricultural issues that are multidisciplinary in scope and representative of multi-institutional collections.
- *Maximize customer interest in and use of the NDLA* through proactive public outreach via Extension and other outreach professionals; by employing mechanism(s) for stakeholder input and follow-up; through automatic assessments of NDLA user data for trends in customer usage, topics and types of information; and by modifying the system on a regular basis for optimal utility.

Next Step – Review Goals

- *Foster education and life-long learning* in agriculture and related sciences by NDLA's inclusion of high quality and age-appropriate curriculum, informative educational aids, online distance education classes, and interactive learning systems.
- *Provide an interoperable technology infrastructure*, using agreed upon metadata standards, which supports the breadth of authoritative agricultural collections and services across a flexible and collaborative network, and serves customers worldwide with the best possible knowledge to address needs, solve problems and improve lives.
- *Achieve a sustainable resource base* that supports the mission of the NDLA and its partners, in perpetuity.
- *Adapt the library workforce and operations to a progressive environment*, whereby information, collection development, preservation, and value-added services are enhanced and optimally supported by technologically-advanced systems and the broad expertise of staff.

Let's Hear



From You

Session 2 – Open Discussion

- Partnerships
- Preservation
- Accessibility
- Education
- Technology
- Funding
- Workforce Development

Goals
Objectives
Strategies

Session 3 -- Prioritization

- Partnerships
- Preservation
- Accessibility
- Education
- Technology
- Funding
- Workforce Development





Next Steps & Wrap-Up

Putting the pieces together